

# Vari-Typer Provides Business an



## YOU CAN SAVE MONEY

1

With the VARI-TYPER, type-setting is eliminated. You save on composition, on labor, on production costs of bulletins, catalogs, folders, house magazines, price lists and all kinds of forms—even on postage because your "word picture" can be condensed.

Thousands of organizations are using the Vari-Typer daily. Many enthusiastically report thousands of dollars in savings. Manufacturers, retailers, service organizations, all types of institutions and many departments of the government save money without sacrificing quality in stencil duplication and offset reproduction.

You can join this march of progress toward new effects at new low costs with the VARI-TYPER. Read what users say. Think in terms of your own problems . . . and send for the portfolio offered you FREE in this folder.

### CELLULOID CORPORATION SAVED THOUSANDS OF DOLLARS . . .

"In actual dollars and cents saving we have paid for our Vari-Typer many times over and are now producing almost 100% of of our inter-company forms on it.

"It is also of great value in production of Sales Manuals. Savings are 40% on this item alone."

### OREGON MUTUAL LIFE SAVES 33 1/3% ON RATE BOOKS . . .

"In preparing material for both offset printing and multilithing of two new rate books, we saved the entire purchase price of our Vari-Typer within three months."

### CITY OF SCHENECTADY REPORTS BIG SAVINGS . . .

"VARI-TYPER is a real friend of the tax-payer! On forms and reports done the Vari-Typer way we have saved at least 50%."

"THE VARI-TYPER PAYS AS IT GOES"

# Service Organizations with the Sol

# 2

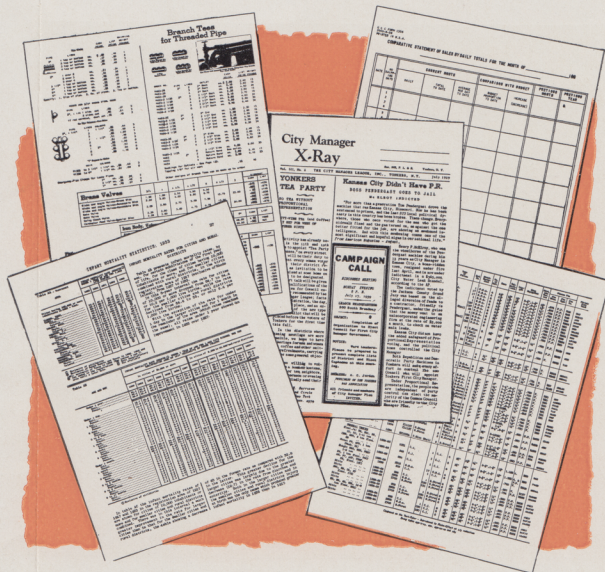


## YOU CAN MAKE MONEY

You can prove the profit possibilities of Vari-Typer right in your own office. With this modern method of preparing material for reproduction..composing your own forms in your own office ..you can produce sales literature formerly held prohibitive.

Thanks to Vari-Typer, it is possible to produce sales bulletins, house organs, folders, booklets, catalogs and other promotional and publicity material at a cost that permits their more extensive and intensive use.

The Vari-Typer can make money for you as it has done for thousands of others. Check up on that advertising material you are now doing, or would like to do, and find out for yourself how the Vari-Typer can make it possible for you to cash in on its unique advantages. Send for the portfolio "How YOU Can Profit With Vari-Typer."





# tion to **Economical Reproduction!**

# 3



## **YOU CAN IMPROVE APPEARANCE**

Why should your bulletins or booklets, forms or folders, which you have been processing by stencil or offset, be typed in one ordinary type face? Vari-Typer gives you the use of 300 Type Fonts, instantly changeable...at the disposal of **YOUR TYPIST!**

No longer do you have to use *ordinary* typing for reproduction. Yet Vari-Typer has the same keyboard and many general characteristics of the standard typewriter. But, it provides that "change of face" so essential to improved appearance and emphasis.

Operator changes from one type to another...in a few seconds...to bold face, italics, small or large size types, languages, etc. You can change spacing between lines and between characters by simply moving a small lever. Send for portfolio and see how **YOU** can improve the appearance of your processed work.





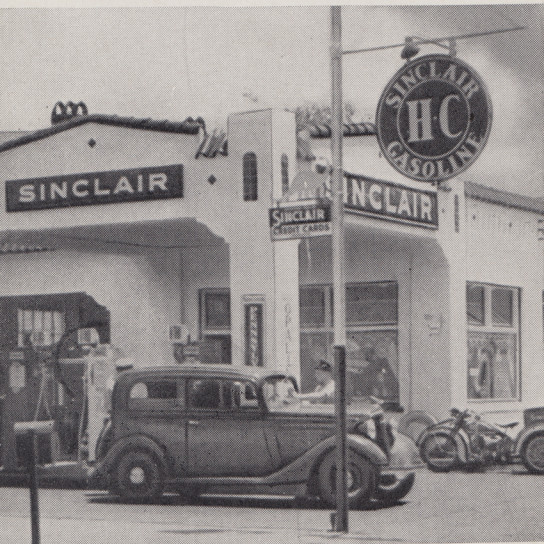
# Find out NOW what the V



## YOU CAN SAVE TIME

# 4

With Vari-Typer you can save **TIME** by being able to get immediate action on your type composition right in your own office. **TIME** is the essence of good business today. **TIME** is important. Save **TIME** and you save money...with Vari-Typer.



Sinclair Refining Company says:  
"We use the Vari-Typer extensively in the preparation of bulletins, lubrication guides and miscellaneous reproductions of technical data.

"The Vari-Typer has made it possible to get this material into the field quickly and lends itself to working out effective arrangements of type. It is considered an important unit in Sinclair office equipment because of the savings effected in **TIME**, composition and cost."



**Vari-Typer can mean to you.**



## **YOU USE YOUR OWN TYPIST**

With the Vari-Typer, you increase the productivity of your own typists...by giving them a simply operated machine which eliminates costly type-setting. Your own typist *typewrites* your message into an attractive form ready for reproduction.



When you install a Vari-Typer, a trained operator will teach your typist quickly how to get the best results. A Vari-Typer representative will gladly give you a demonstration of this machine, using your own copy or form requirements.

Vari-Typer is an integral part of the efficiency and sales promotion systems of a huge list of the nations outstanding business and educational institutions. See the next page for information on how YOU can join this group of successful and satisfied users of Vari-Typer.



**SEND FOR PORTFOLIO**

**"HOW YOU CAN  
PROFIT BY USING  
THE VARI-TYPER"**

**TODAY**

HOW YOU CAN  
PROFIT BY USING...

VARI-TYPER



FREE...to responsible business organizations seeking to keep pace with modern improvements and methods. Use coupon below, or write letter on your own stationery.

Ralph C. Coxhead Corporation  
333 Sixth Avenue, New York, N.Y.

Please send, *without obligation now or later*, your new portfolio "How You Can Profit by Using The Vari-Typer," including specimens that demonstrate its advantages.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY AND STATE \_\_\_\_\_

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**REASONS  
WHY YOU PROFIT  
WITH**

VARI-TYPER  
REG. U.S. PAT. OFF.



The Composing-Type Writer....With  
Changeable Faces and Spaces.....  
that Your Typist Can Operate.